Emerson/Nichols/Bailey Inc

(913)

January 24, 1980

Mr. Aaron Fechter
Creative Engineering, Inc.
47 W. Jefferson Street
Orlando, Florida

Dear Aaron,

I am returning your clipping as promised, and also I am including my first draft of a news release we will try to get placed shortly in Kansas City.

It will be most important that I have a feature-type photo or two to use with this article. You might wish to make arrangements with a local newspaper photographer or a free-lance photographer to shoot several possibilities around the plant and send me the negatives. Hopefully we will be using this type of news release for every opening this year.

I particularly would like to have a photograph of you with Billy Bob and Wolfman Jack.

Call me if you have any questions.

Sincerely,

Stan Emerson
President

Enc.

SE:ck

cc: Rolfe Kennard
Dale Easton

1117 Merchants National Bank Building • Topeka, Kansas 66612 • (913) 354-7751

News Release

When Pizza Show Biz opens in North Kansas City's Antioch Shopping Center this March, Aaron Fechter might go unnoticed as one of the many young people enjoying his animated show or serving Pizza.

At 26, Aaron looks even younger. Yet, he's the highly successful inventor-businessman whose company designs and builds complex computerized, animated animal character shows for Pizza Show Biz.

The creator of Electronimation entertainment shows throughout the world, Aaron will introduce his "Wolfpack Five" combo to Kansas City residents at the new Pizza Show Biz restaurant opening March 2.

Pizza Show Biz will be the first store and national training center for Topeka Inn Management, Inc.. Already the nation's largest franchisee of Holiday Inn, TIM has development plans for over 200 Pizza Show Biz restaurants in the Midwest and Southeast.

"Wolfpack Five" characters are so lifelike, Aaron tends to talk about them as real people, and millions of children who have seen his amusement park shows might agree.

To make his characters life-like, Aaron has perfected Electronimation, a combination of computerization and mechanical wizadry that gives each character up to 18 different movements, totally synchronized to music and vocal. Wolfman, Billy Bob, Dingo, and friends belt it out in every popular style. And if you've never seen a gorilla play the piano, you really don't know gorillas!

Fechter has long shown signs of the mechanical genius it requires to engineer such amazing animation of three-dimensional characters.

At 4, he took radios apart. At 5, he put them back together again. At 11, he had a TV repair business, but he says "I had to close that down because I couldn't lift the sets." In early high school he built a testacoil that produced 1,000,000 volts of electricity. Unfortunately he built it in his bedroom, started a small fire....and at his father's suggestion donated it to his high school's science department.

Aaron graduated from Florida University at 19, with a degree in business administration, having switched from engineering which "kind of bored me at the college level."

Aaron quickly learned that inventions without the capital to back them

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up don't go far. He sold real estate to earn enough money for a patent search on a new kind of electronic relay. He built a car that carried four people and got 90 miles to the gallon in 1974. Unable to finance its development, he invented a low-cost swimming pool cleaner powered by a garden hose. He sold a lot, but not enough to finance the development of his mini-car.

In 1974, he organized Creative Engineering, Inc. in Orlando as kind of an engineering "think tank." He tackled tough engineering projects for industry (like the mechanical washing of oranges) and "tinkered" with ideas to use in the development of his company.

At 21, he built his first electronimation show and began assembling his current team of 30 different people whose skills range from computer programming to costume design. The plant produces and assembles the complex mechanical parts for every character, programs the computerized shows, builds all scenery and costumes. Shows and music are produced in Creative Engineering's own sound studio, and Aaron supervised every detail down to finger movements of the piano-playing gorilla.

For all his accomplishments, Aaron has the same youthful enthusiasm you enjoy in a young person. "I'm really excited about Pizza Show Biz," he says. "We'll bring right to the neighborhood a sophisticated animation show people could only see before in an expensive, far-away amusement park. Good pizza, and good fun---it can't miss."

Melton co-ownership

January 24, 1980

Mr. Rolfe Kennard
Pizza Show Biz
2209 West 29th St.
Topeka, Kansas 66611

RE: Billy Bob

Dear Rolfe,

Coming home on the plane, I had some ideas on Billy Bob as our birthday mascot:

(1) I like involvement in the restaurant - i.e. everyone enjoying the birthday. There's plenty of room to put a small battery-operated P.A. system inside the Billy Bob costume. Then, the crowd can share in his antics with the birthday guest. He can say such lines as "So, you are bearly eight years old." He can introduce the bird on his guitar as the "Birthday Bird", etc. We can sell "Birthday Birds."

(2) With the mini-P.A., he can entertain kids at shopping centers, appear at parties, etc. He will be able to, in effect, reach many people at a time - even though he is talking to one at a time.

(3) He should wear coveralls in Pizza Show Biz colors, with Pizza Show Biz logo. He's our bear.

Promotion is going to be as important as advertising. Billy Bob and the Birthday Bird gives us plenty to build on.

Idea: Let's all give a birthday bird to (name of person) _____.

Crowd: Happy Bird-day (name of person) _____.
Happy Bird-day dear (name of person) _____.
Happy Bird-day to you.

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Other Ideas: Billy Bob ask little boy - "You still got any baby teeth?" Boy answers.- "I still just got this one." (Points to single tooth).- Bear asks child question. Boy speaks low. Billy Bob says - "Speak up. I can bearly hear you."

These ideas may be a little long on puns, and they're just quickie ideas we'll have to refine.

Sincerely,

Stan Emerson
President

P.S. (I'm sending a copy of this letter to Aaron, so he can give me his input. Also, I think he might have some ideas on how the built-in mike system could alter someone's voice so Billy Bob seemed more like a special character and less like someone wearing a bear suit.)

cc: Aaron Fechter
Dale Easton

SE:ck

CREATIVE ENGINEERING

HOME OF ELECTRONIMATION™

INCORPORATED

47-63 WEST JEFFERSON STREET
ORLANDO, FLORIDA 32801

305 425-1001
425-1002

March 11, 1980

Mr. Mike Phenix
Topeka Inn Management
2209 W. 29th Street
Topeka, Kansas 66611

Dear Mike:

With reference to our discussion, following is the equipment we need to maintain the delivery schedule anticipated:

N.C. Milling machine	$ 46,000.
15"x40" Engine lathe with tooling	8,000.
Aluminum cut off saw	3,000.
Production drill press with x/y bedways	2,200.
Handling equipment; bins, steel shelving, hand trucks, workbenches, dollies, etc.	3,000.
25 hp. compressor	6,000.
Air dryer for compressor	1,400.
Around town pick up vehicle	3,000.
4-6 ton arbor press	1,500.
Production wood band saw	1,000.
Radial arm saw	450.
Table type sander/grinder	300.
Air powered nail or staple gun	600.
Two air powered glue guns	800.
Foam gun	2,000.
Fiberglass and paint room	5,000.
Ventilation system for newly opened basement	2,000.
	$86,350.

I trust that this is the information requested. In addition to the above expenditures, we would also like to request that you send $30,000 per month for general overhead expenses bringing the total for the next two months to $146,350.

Sincerely,

CREATIVE ENGINEERING, INC.

Gregory F. King
Executive Vice-President

(6) If you decide to continue with the present Antioch show only until we can replace it with the new standardized version, you can either temporarily live with the existing curtain tracks and motors, or you can replace them essentially immediately. If you decide to replace them immediately, it will be possible to use the motor drivers and controllers with the replacement show, so that their cost will not be lost.

I hope that the above will be helpful to you in making a decision.

Sincerely yours,

CREATIVE ENGINEERING, INC.

_____

Gregory F. King
Executive Vice President

GFK/rl

CREATIVE
ENGINEERING INCORPORATED
HOME OF ELECTRONIMATION™

47-63 WEST JEFFERSON STREET
ORLANDO, FLORIDA 32801

305 425-1001
425-2002

April 4, 1980

Mr. Bob Brock
Brock Hotel Corporation, Inc.
2209 W. 29th Street
Topeka, Kansas 66611

Dear Mr. Brock:

Aaron and I have discussed the problems that will be encountered with the present show and curtain rods at Antioch, and we want to point to the following limitations and options which you will want to consider:

(1) It will be impossible for you to get Billy Bob on the stage with its present configuration.

(2) Even if you could, the computer is not able to handle any more movements.

(3) If you decide to continue the Antioch show without Billy Bob, Shows will have to be custom written and programmed for Antioch. They will have to be programmed at the site, and substantial equipment will have to be brought there for that purpose. This would be costly, even assuming that we have the time to write separate shows for Antioch. Further, they could only be used at that one site whereas the cost for other shows will be spread over many sites.

(4) The computer with the present show is custom made. It is not the standard computer that will be used for all the new locations, and replacement parts for it will be much harder to make up. Any problems that it may have are not as easy to find as if they were in a unit that is standardized, as for all the rest of the ShowBiz Pizza Place Shows.

(5) SPF has experienced difficulty keeping the curtains running at Antioch, the reason being that the curtain tracks and motor drivers are insufficient due mainly to the curvature of the track. If the curtain tracks and motor drivers are to be replaced, our costs for materials are as follows:

Curtain track for Wolfman		$ 581.
Curtain track for main stage		963.
2 Motor driver & controller	@ $1,188.	2,376.
Total		$3,920

CREATIVE ENGINEERING INCORPORATED

HOME OF ELECTRONIMATION™

47-63 WEST JEFFERSON STREET
ORLANDO, FLORIDA 32801

305 425-1001
425-3002

April 7, 1980

Mr. Bob Brock
ShowBiz Pizza Place, Inc.
2209 W. 29th Street
Topeka, Kansas 66611

Dear Bob:

For the reasons that are apparent in Greg King's April 4th letter, enclosed, I want to suggest that we replace the Wolfpack 5 show presently at Antioch, when convenient, with one of the new standardized versions. That is my recommendation.

We should be able to recover much of the cost by reselling the existing show to a park, which will not need numerous scripts.

Give Stacy my regards.

Sincerely,

CREATIVE ENGINEERING, INC.

Aaron Fechter
President

AF/rl

TOPEKA INN MANAGEMENT, INC.

INTRACOMPANY CORRESPONDENCE

To: Aaron Fechter

From: Rolfe Kennard

Date: April 7, 1980

Subject: Merchandise Artwork

Thank you for sending the photographs of the artwork. They are good and we will be able to use some of them immediately.

At this point I would appreciate it if you would have your artist draw a picture of each character, formally establishing the basic artwork standards. From there I will engage a commercial artist who will develop merchandise artwork on a continuing basis. I will have him in turn reproduce the characters and send those to you for approval. From that point on this artist would use this new work as his base for all future artwork.

If you are in agreement with this, I would appreciate you moving ahead as quickly as possible. We are presently unable to pursue such things as mugs, key rings, etc. until I formally get the artwork in place.

RK:pl

Emerson / Nichols / Bailey Inc.

April 8, 1980

Mr. Rolfe Kennard
ShowBiz Pizza Place
2209 West 29th Street
Topeka, Kansas 66604

RE: Electronimated "Biographies"

Dear Rolfe,

I am not at all sure what you mean by biographies of the Wolfpack 5, but I am enclosing our first thoughts -- all of which are, of course, fictional.

I doubt very much that many of your employees would remember this type of thing or be able to carry on a conversation about the animals. I am wondering if we might not be wise to prepare a simple pamphlet titled "About The Stars." This could be done as a table tent, small and economical so that it could be inexpensively replaced when stolen.

Anyway, look this copy over and see if we are on the right track. I will copy Aaron, and I assume that if he has additional ideas, he will pass them along.

Sincerely,

Stan Emerson
President

cc: Aaron Fechter

Enc.

SE:ck

1117 Merchants National Bank Building • Topeka, Kansas 66612 • (913) 354-7751

Client ShowBiz Pizza Place Bios Date 4/8/80

FATS GORILLA: A distant relative of King Kong (on his mother's side), Fats got his start in ShowBiz with the Monkees. After a try at the movies (he had a bit part in Planet of the Apes), he returned to his first love...music.

WOLFMAN: An opera star for many years, Wolfman played leading roles in Verdi's "Little Red Riding Hood" and Wagner's "Three Little Pigs". When his voice gave out from all the huffing and puffing, he went into the pop music field and formed his present music aggregation which is the headline act at ShowBiz Pizza Place.

MINI MOZZARELLA: Her brilliant career in ballet was cut short during a performance of "Mouse Lake" when her dance partner stepped on her tail during a difficult "paw de deux". Wolfman discovered her working as a single in Las Vegas' Silver Trap and convinced her to join the ShowBiz Pizza Place circuit.

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DINGO STAR: Entering this country as a member of English rock group, The Beagles, Dingo soon left them because he found one-night stands to be a dog's life. Failing to find work as a Disney star because of his Liverpoodle accent, he returned to music. When ShowBiz Pizza Place offered him a position, he "snapped" at it.

BILLY BOB: A genuine native of the Ozarks, Billy Bob got his start as a stand-in for Smokey the Bear. His natural hillbilly charm led to a contract with Hee Haw where, with the aid of a clever make-up artist, he played the part of Junior Samples. The only objection he has to his present job is that he "finds it hard to stay awake in the winter".

SHOWBIZ PIZZA PLACE

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

April 14, 1980

Mr. Aaron Fechter
Creative Engineering
47 West Jefferson
Orlando, FL 31801

Dear Aaron:

Subject: Character Applause

In addition to three birthday greetings you have programmed, we would appreciate having the availability of an "applause" section. This would enable the manager to cue this number when a special group arrives.

For instance, this past Wednesday night a party of 40 adults arrived at our store after completing a men vs. women bowling tournament. Our manager announced on the loudspeaker that the women were defeated by one point, adding that Billy Bob would present each lady with a free token as a consolation prize.

This would have been enhanced if Billy Bob could have called for the characters attention and asked them for a round of applause. If this kind of support could be worked out it would be greatly appreciated.

I am really excited as you are about the new show. See you soon.

Yours very truly,

SHOWBIZ PIZZA PLACE

Rolfe E. Kennard
Vice President - Dir. of Operations

REK:pl

CC: Bob Brock
Jim Parrish
Harry Radford

SHOWBIZ PIZZA PLACE

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

May 2, 1980

Mr. Fred Cowan
Unicorn Productions
3018 Commerce
Dallas, TX

Dear Fred:

By now you should have received the initial check for the Billy Bob costumes. The new contract will be forwarded shortly for your approval.

The specifications for our new costume should include the changes in my letter of April 22. The birthday bird should also be included on the new costume. If there is an additional charge for this, please advise.

Personally, I think the birthday bird does not need to be animated; however, please quote both ways on the eyes. His appearance could be basically the same as the bird attached to the banjo. I will leave the method of attaching to the shoulder up to you. (Perhaps some type of a "perch" could be used.)

Yours very truly,

SHOWBIZ PIZZA PLACE

Rolfe E. Kennard
Vice President - Dir. of Operations

REK:pl

CC: Mr. Aaron Fechter
(The birthday bird will be similar to the photograph I sent you earlier.)

SHOWBIZ PIZZA PLACE
A SUBSIDIARY OF BROCK HOTEL CORPORATION

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

Mike Phenix, C.P.A
Vice President,
Controller

May 8, 1980

Mr. Aaron Fechter
Creative Engineering, Inc.
47 West Jefferson
Orlando, FL 32801

Dear Aaron:

Enclosed are copies of recent financial statements for the restaurant. We have just completed our ninth week of operation, and as you can see, things remain quite profitable. I have enclosed an extra set of these statements for your father.

If you have any questions, please contact me.

Sincerely,

Mike Phenix

MP:klc

Enc.

CREATIVE
ENGINEERING INCORPORATED
HOME OF ELECTRONIMATION™

47-63 WEST JEFFERSON STREET
ORLANDO FLORIDA 32801

305 425-1001
425-2002

May 13, 1980

Mr. Bob Brock
ShowBiz Pizza Place, Inc.
2209 W. 29th Street
Topeka, Kansas 66611

Dear Bob:

Here is the record of The Country Bear Jamboree, which I promised you, and the pictures of Disney's bears.

With regard to a Wolfman in the disco room in Jacksonville, there really isn't time to develop adequate software, and I believe we'll be better off without one in the disco room. Perhaps you will also want to phase him out at the Antioch restaurant.

There is plenty of work ahead of us here, of course, as certainly there is for you in Topeka, but we anticipate meeting all schedules.

Sincerely,

CREATIVE ENGINEERING, INC.

Aaron Fechter
President

AF/rl

Brock Hotel Corporation
(Formerly Topeka Inn Management, Inc.)

Robert L. Brock
President and
Chairman of the Board

May 19, 1980

Mr. Aaron Fechter
Creative Engineering, Inc.
47-63 West Jefferson Street
Orlando, Florida 32801

Dear Aaron:

Thank you for the record of the Bear Country Jamboree and the pictures of Disney's Bears.

We will plan to go without a Wolf Man in the disco room at Jacksonville. I think it is a good idea to phase the Wolf Man out of the Antioch restaurant when you have time to attend to such relatively unimportant matters.

I will be spending two or three days in Orlando in June (the nights of June 9, 10 and 11). I am looking forward to seeing you then!

Best regards to your family.

Sincerely,

Bob

Robert L. Brock

RLB:mkh

TOPEKA INN MANAGEMENT, INC.

INTRACOMPANY CORRESPONDENCE

To: SPP and BHC Personnel and Contractors

From: Jim Parrish

Date: 29 May 1980

Subject: Jack Cook
Vice President, Director of Construction

I am pleased to announce that H. Jack Cook will join the Development Department of ShowBiz Pizza Place as Director of Construction effective June 1, 1980.

Mr. Cook has been Director of Project Management for La Quinta Motor Inns, Inc., a highly successful motel chain. He has had complete responsibility for all phases of construction of company owned motor inns including estimating, purchasing, negotiating construction contracts and construction management. His experience includes construction of restaurant operations in connection with the motels.

Mr. Cook is a civil engineer having received his bachelor of science degree in civil engineering from the University of Tennessee. In addition he is a licensed airplane pilot.

Please help me in welcoming Mr. Cook and his wife Beverly and two sons Shawn and Scott, ages 17 and 13 years respectively. We are excited to have Mr. Cook on our team in ShowBiz Pizza Place and are looking forward to a long successful relationship with him.

JP/aw

SHOWBIZ PIZZA PLACE

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

June 5, 1980

Associated Designers & Architects
5201 Johnson Drive
Mission, Kansas 66205

Attention: Gordon Heffley

Dear Gordon:

The following changes are required by Creative Engineering to assist in the installation of "Characters" in Dining Room "B".

The general contractor should eliminate all carpet and access doors from the floor of platform "B".

The vertical face of the stage will continue to be carpeted by the general contractor.

Additionally, the general contractor must remove all saw dust, loose nails, wood scraps, etc from under platform "B" and leave the area vacuum clean.

Creative Engineering will carpet one guadrant of the platform (under Wolfman) and the computer room and place a tarpaulin or some other material on the balance of the platform to assimilate a forest atmosphere. They will also cut all required access openings.

Please contact me if any of the above is unclear.

Best personal regards,

H. Jack Cook
Director of Construction

HJC:hc

cc: Jim Parrish
Leonard Eudaley
Creative Engineering

TOPEKA INN MANAGEMENT, INC.

INTRACOMPANY CORRESPONDENCE

To: ShowBiz Pizza Place Personnel

From: Jim Parrish

Date: June 5, 1980

Subject: ShowBiz Pizza Place, Inc.
Corporate Organization

1. Stockholders

   a. Brock Hotel Corporation - 80% owner or 8,000 shares
   b. Aaron Fechter - 16% or 1,600 shares
   c. Melvin A. Fechter - 2% or 200 shares
   d. Essie P. Fechter - 2% or 200 shares
      Total: 10,000 shares

2. Members - Board of Directors

   a. Robert L. Brock
   b. Aaron Fechter
   c. James W. Parrish
   d. Rolfe E. Kennard
   e. Michael R. Phenix
   f. Andrew J. Whelan
   g. Melvin A. Fechter

3. Corporate Officers

   a. Robert L. Brock, President
   b. Andrew J. Whelan, V.P. - Director of Finance; Treasurer
   c. James W. Parrish, V.P. - Director of Development; Secretary
   d. Rolfe E. Kennard, V.P. - Director of Operations
   e. Michael R. Phenix, V.P. - Controller
   f. Aaron Fechter, V.P. - Director of Entertainment
   g. Thomas P. Powell, Jr., V.P. - Director of Development Plannin
   h. H. Jack Cook, V.P. - Director of Construction

4. Miscellaneous Supplemental Information

   a. Articles of Incorporation filed in the State of Kansas on April 30, 1980.

   b. Federal Employer Identification Number: Application pending

   c. Accounting will be on a fiscal year ending on the Friday closest to December 31.

SHOWBIZ PIZZA PLACE

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

June 17, 1980

Mr. and Mrs. John J. Dingfelder
510 N. W. 27th Avenue
Gainesville, FL 32601

Dear Mr. and Mrs. Dingfelder:

We were very happy to receive your letter expressing interest in joining the staff of SHOWBIZ PIZZA PLACE. We are enclosing information on the company as well as application forms. Please fill out these forms and return them to this office as soon as possible.

Our approach to staffing our units in our early stages of development has been to search out highly experienced food managers. I will keep you in mind as we develop our staffing in Orlando and give your applications priority consideration. I will do my best to include you in our Orlando staffing.

Thank you for your sincere interest. I look forward to seeing you on my next recruiting trip to Orlando. If you should have any questions, please feel free to contact me.

Sincerely,

Rolfe Kennard
Vice President, Operations

RK/llr

Enclosures

cc: Robert Brock
Aaron Fechter

510 N.W. 27th Ave.
Gainesville, Fl. 32601
April,28,1980

Mr. Robert Brock
ShowBiz Pizza Place
Topeka, Kansas 66611

Dear Mr. Brock:

I am Adrienne Fechter-Dingfelder, Aaron's sister. My husband and I have been following the progress in the development of your restaurants, ShowBiz Pizza Place, and are interested in talking to you about becoming employed in a managerial capacity in one of your Orlando locations. This possibility was brought to our attention quite some time ago by Aaron and after considering this matter at great length, we have decided to apply. John and I agree that our employment should prove to be beneficial both to your company and to us. Not only do we have a personal interest in the success of these restaurants, but we are capable and motivated.

As I stated, the position mentioned to us was that of manager,(or possibly a husband/wife co-managerial team) which has interested us. Recently, Iasked Aaron, and I am asking you, if there would possibly be any position which involved public relations, because this is an area in which feel capable and am also enthusiastic. My formal education was in Psychology-I graduated from the University of Florida in December 1978 with a B.A.. I recently began my graduate work in Social Psychology but that wasn't the direction in which I really wanted to head. I am currently reading on public relations. This interest developed from my abilities at speaking and communicating to people on whatever level necessary to get my point across. I am also a good organizer and promoter. My psychology background should be a good basis for success in dealing with the public whether it is through a managerial capacity, a public relations position, or some other related position.

Throughout high school and college, I have worked at a wide variety of jobs. In high school, Iwas a tutor and teaching assistant at an educational center owned by my mother. I also worked at the same center as a receptionist who not only scheduled appointments and classes, but also did quite a bit of bookkeeping. During my college years, I worked at several jobs. I worked in retail sales for Leeds Distributors in Orlando, I also worked for Youth Programs Inc., where my major responsibility was counseling juvenile delinquents on a one-to-one basis. In order

to help support my husband while he was in graduate school, I worked as a receptionist at Virginia Polytechnic Institute and State University. My present and by far the most demanding and rewarding job I've held, is that of mother to our beautiful nine month old daughter. Now that our daughter is getting older and my husband is finished with graduate school, it is finally my turn to begin a career which is very important to me.

I am extremely enthusiastic about the possibility of being employed by your firm and I know I could be beneficial to you in the success of ShowBiz Pizza Place.

Sincerely,

Adrienne Fechter-Dingfelder

Adrienne Fechter-Dingfelder

April 28,1980

Dear Mr Brock;

My wife's enclosed letter has already informed you of our desire to become associated with the ShowBiz Pizza Place restaurants possibly in a managerial capacity. We are very excited by this prospect as we feel they are going to be a great success!

I was raised in Tampa, Florida, and northern New Jersey. I graduated from the University of Florida with my B.S. in Animal Science. I then completed my masters degree in Animal Breeding and Genetics this past winter at Virginia Polytechnic Institute. (Blacksburg,Va.)

Beside several jobs in agriculture, I have had many years of business experience both on the retail and wholesale levels. From 1970 to 1978, I spent my summer vacations employed at either my stepfather's retail jewelry store in Manhattan or at Brawer Brothers' wholesale textile factory and warehouse in New Jersey.

At the retail establishment, I became quite accomplished at dealing with customers. Obviously, this is one skill that is needed to manage any establishment. In addition, I learned the basics in inventory control, bookkeeping and handling large amounts of cash, and checks. At Brawer Brothers I was exposed to many facets of wholesaling, and was involved in shipping and receiving, inventory, quality control and various other aspects of the industry.

I am presently employed as a public school Science teacher which is giving me the opportunity to learn how to handle young teenagers and their parents; the type of people who I imagine will represent a large proportion of the restaurants' clientele.

Because I believe I possess the qualities any successful manager needs, I know I could do an excellent job of co-managing a ShowBiz Pizza Place restaurnat. In addition, I am an intelligent person, able to grasp new situations and responsibilities quickly and most importantly, I am certainly a hard worker at any job I undertake.

Sincerely,

John J. Dingfelder

phone 904- 373-6018

Robert L. Brock
President and
Chairman of the Board

Brock Hotel Corporation

June 20, 1980

Mr. Aaron Fechter
President
Creative Engineering, Inc.
47 West Jefferson
Orlando, Florida 32801

Re: Pizza Time Theatres, Inc. v. Topeka Inn Management, Inc. (now Brock Hotel Corporation); and Topeka Inn Management, Inc. v. Pizza Time Theatres, Inc.

Dear Aaron:

Pizza Time Theatres (PTT) has lost its first round in court to Topeka Inn Management (TIM).

Enclosed please find a copy of an order of the United States District Court in the above entitled lawsuit. You will note that the court found in favor of TIM (now Brock Hotel Corporation) and against PTT in denying PTT a preliminary injunction.

The court found that PTT has not made a sufficient showing that it has trade secrets relating to the operation of its business; and that PTT has not made a sufficient showing that TIM is competing unfairly with PTT or threatening to do so. The court also found that PTT has not shown a sufficient likelihood that it will prevail at the trial on the merits of PTT's claims of misappropriation of trade secrets or unfair competition.

We continue to believe that PTT's suit is completely without merit, and that PTT cannot successfully defend against our claims. Our attorneys are attempting to obtain an early trial in order that this matter may be disposed of at the earliest possible date.

Very truly yours,

BROCK HOTEL CORPORATION
(Formerly Topeka Inn Management, Inc.)

Robert L Brock

By Robert L. Brock
President

RLB:mkh
Enclosure

SHOWBIZ PIZZA PLACE

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

June 24, 1980

Mr. Aaron Fechter
Creative Engineering, Inc.
47-63 West Jefferson Street
Orlando, FL 32801

Dear Aaron:

I realize our first priority lies in getting the shows ready by opening date. However, I would like to express a dire need for a test tape. This tape would be utilized by the electronic specialist in running a daily test on character functions. It would be a reliable way to check the system and meter all functions prior to the store's daily opening.

Please let me know your thoughts on this subject and whether something like this can be undertaken.

Sincerely,

SHOWBIZ PIZZA PLACE

Rolfe E. Kennard
Vice President - Operations

REK:pl

CC: Bob Brock
Doug Harper

URGENT – IMMEDIATE ATTENTION REQUESTED

memo to: Brock Hotel Corporation Executives

from: Kay Kruse

re: Air Travel Credit Cards

A. Fechter
E. Fechter
M. Fechter
D. King

NOTICE!! We have received new Air Travel Credit Cards with the new company name - Brock Hotel Corporation.

We must return the old cards back to the credit card company.

Please return your present card to Fran and she will give you a new card.

Please do this as soon as possible!

Thank you,

Catherine E. Kruse

CEK:fd

Answer Requested By: _____ DATE 6-26-80

Holiday Inn of _____ DATE _____

(Use Back for Answer)

Brock Hotel Corporation

Robert L. Brock
President and
Chairman of the Board

July 8, 1980

Mr. Aaron Fechter
President
Creative Engineering, Inc.
47 West Jefferson
Orlando, Florida 32801

Dear Aaron:

Thanks for your good letter of June 27, in which you detailed estimated costs of the electronimation shows which you are producing.

In accordance with the request in your letter, we are enclosing our check in the amount of $280,200. (My accountants tell me that this brings our total payments and advances to date to $530,200.)

Frankly, Aaron, I do not understand exactly what's going on, but I want you to have all the money you need to get the job done in the best possible manner.

I would like for us to pay on the basis of the $50,000 estimated cost used in the Agreement as soon as it is possible for you to hit such a target. I assume that you have had good advice from your accountants in preparing these estimates, and that there will not be a large balance owing to us at the end of the year when we determine the actual costs and make the adjustments one way or the other.

I would assume that when you get into the next "batch," you will be estimating a considerably lower price. As I recall from my recent visit in Orlando, you thought you might produce a "batch" of 12 the next time. Is that still in your thinking?

We are all looking forward to a terrific show in Jacksonville. I hope things are going well for you. Please take good care of your health.

My best regards to Melvin and your mother. The children and Carol enjoyed the afternoon at the plant tremendously. You are a kind of hero to Scott and Staci.

Best personal regards.

Sincerely,

Bob

Robert L. Brock

RLB:mkh
Enclosure

FEDERAL EXPRESS

30 OF 100

YOUR F.E.C. ACCOUNT NUMBER 666-3300-2

PLEASE COMPLETE ALL INFORMATION IN THE 5 BLOCKS OUTLINED IN ORANGE
SEE REVERSE SIDE FOR COMPLETE PREPARATION INSTRUCTIONS

DATE 7/9/80 AIRBILL NO 45642326

FROM (Your Name)
Robert L. Brock

COMPANY
BRUCK HOTEL CORPORATION

DEPARTMENT/FLOOR NO

STREET ADDRESS
2209 W 29TH ST

CITY
TOPEKA

STATE K S ZIP 6 6 6 1 1

PURCHASE ORDER NO OR YOUR REFERENCE NO

TO (Consignee's Name)
Mr. Aaron Fechter, Pres.

If Hold For Pick Up, Phone No

COMPANY
Creative Engineering, Inc.

DEPARTMENT/FLOOR NO

STREET ADDRESS
47 West Jefferson

CITY
Orlando

STATE F L ZIP 3 2 8 0 1

PURCHASE ORDER NO OR CONSIGNEE REFERENCE NO

F.E.C. USE

PAYMENT ☒ Bill Shipper ☐ Bill Consignee F.E.C. Acct. No. ____
☐ Cash In Advance ☐ Bill 3rd Party F.E.C. Acct. No. ____

SERVICE (Check One)	DELIVERY INSTRUCTIONS (Check One)		SPECIAL HANDLING (Check Services Required)					Pieces	Weight	O/S
	Deliv	Hold For Pick up	Sat Deliv	Restricted Articles	SSS	Govt	Other			
PRIORITY ONE-21 Overnight Envelope										
COURIER PAK										
☐ Overnight Envelope (Up to 2 lbs.)	☐	☐	☐	N/A	☐	☐	☐			
☐ Overnight Box (Up to 5 lbs.)	☐	☐	☐	N/A	☐	☐	☐			
☐ Overnight Tube (Up to 5 lbs.)	☐	☐	☐	N/A	☐	☐	☐			
STANDARD AIR Second Day Delivery			N/A		N/A			Total	Total	

RECEIVED AT ☐ Shipper's Door ☐ FEC Station

FEC EMPLOYEE NO

DATE/TIME

EMP NO AGT/PRO

DATE

☐ CASH RECEIVED AGT/PRO

☐ RETURN SHIPMENT ☐ THIRD PARTY ☐ ADDRESS CORRECTION

STREET ADDRESS

CITY STATE ZIP

RECEIVED BY (Signature)
X

DATE/TIME

FREIGHT CHARGES

DECLARED VALUE CHARGE

ADVANCE ORIGIN

ADVANCE DESTINATION

OTHER

TOTAL CHARGES

0049 4/79

ING COPY

SHOWBIZ PIZZA PLACE
A SUBSIDIARY OF BROCK HOTEL CORPORATION
2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

Mike Phenix, C P.A
Vice President,
Controller

July 14, 1980

Mr. Gary Simmons
Atlantic Bank
P.O. Box 114
Orlando, Florida 32802

Dear Gary:

It certainly was a pleasure to talk with you on the phone today; I know that the Fechters appreciate your interest in establishing a banking relationship with Creative Engineering, Inc. In order to help familiarize you with our ShowBiz concept, I have enclosed the following information:

1. 1977, 1978 and 1979 Brock Hotel Corporation Annual Reports (this spring we changed our name from Topeka Inn Management, Inc.);
2. The S-1 Registration Statement used for Brock Hotel's initial equity offering last month;
3. A brochure with inserts which graphically depicts our ShowBiz concept; and
4. An Operating Statement for the nineteen weeks that our only restaurant, which is in Kansas City, has been open.

The company's public offering was quite successful in that we were able to increase our equity by some $5,000,000. Whereas our net worth was around $13,000,000 at year-end, it now stands at approximately $20,000,000, which includes the results of the public offering and our operating results for the first six months.

For our Altamonte Springs site, we are currently seeking to obtain a mortgage with a fifteen year amortization and a fixed or periodically renegotiable rate in the 13% range. As I indicated on the phone, Brock Hotel Corporation will guarantee any of the commitments of ShowBiz.

I hope to talk with you early next week. In the meantime, if you have any questions, please call.

Sincerely,

Mike Phenix

Enclosures
cc: Arnold Fechter
ns

NOTICE OF SPECIAL MEETING OF BOARD OF DIRECTORS
OF
SHOWBIZ PIZZA PLACE, INC.

Notice is hereby given that a special meeting of the Board of Directors of ShowBiz Pizza Place, Inc., a corporation organized under the laws of the State of Kansas, is hereby called and will be held on 26 August 1980 at 10:00 a.m. at Holiday Inn Midtown, Orlando, Florida, for the following purposes:

1. Reviewing and ratifying actions taken by the Executive Committee of the Board of Directors;

2. Touring the Creative Engineering plant and

3. Transacting such other business as may properly come before the meeting.

Dated this 15 August 1980.

James W. Parrish - Secretary

Brock Hotel Corporation
(Formerly Topeka Inn Management, Inc.)

Catherine E. Kruse
Secretary-Treasurer

Monday, September 8, 1980

Mr. Aaron Fechter
Creative Engineering, Inc.
47 West Jefferson Street
Orlando, Florida 32801

Dear Mr. Fechter:

Enclosed herewith please find certified copy of resolution adopted by the Executive Committee of the Board of Directors on Tuesday, September 2, 1980.

Sincerely,

Catherine E. Kruse

Catherine E. Kruse

CEK/am
enclosure

2209 West 29th Topeka, Kansas 66611 Phone (913) 266-7021
Holiday Inns (licensed) • Park Suite Hotels • ShowBiz Pizza Place, Inc

SHOWBIZ PIZZA PLACE
A SUBSIDIARY OF BROCK HOTEL CORPORATION
2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

Mike Phenix, C.P.A.
Vice President,
Controller

September 12, 1980

FEDERAL EXPRESS

Mr. Melvin Fechter
Creative Engineering, Inc.
47 West Jefferson Street
Orlando, Florida 32801

Dear Melvin:

Enclosed is our check for $191,480, which we are sending in response to Aaron's letter dated September 10. According to our calculations, this brings our total advances to Creative to $722,040.

Be sure and tell Aaron how impressed we all were with his new show at Jacksonville; it is really outstanding. I know he has worked long and hard over the past several months, and all of his talent and dedication certainly shows at Jacksonville. The quality of the show is so difficult to describe to people only familiar with his show at Antioch, that I am really anxious to get one of the shows up into the Midwest so that we can exhibit it to our potential lenders and investors.

Let me know if there is anything else I can do for you. I will probably be down in Florida in the next two or three weeks doing some banking business and will stop by and say hello.

Sincerely,

Mike

Enclosure

cc: Bob Brock

ns

SHOWBIZ PIZZA PLACE
A SUBSIDIARY OF ROCK HOUSE CORPORATION

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

Rolfe E. Kennard
Vice President,
Director of Operations

September 29, 1980

Paul Kreft
Stagecraft, Inc.
3944 Grove Avenue
Cincinnati, OH 45223

Dear Paul:

After you have viewed ShowBiz Pizza Place's show at the IAAPA convention, please pursue designing a Billy Bob prototype costume. At that time you may visit one of our stores to take a look at the present costume.

Following the above, please contact me and we will arrive at a fair price for building the first prototype unit.

It was good meeting you in Cincinnati. I look forward to the possibility of us working together in the future.

Sincerely,

CC: Aaron Fechter
Harry Radford

cc: Greg

SHOWBIZ PIZZA PLACE

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

October 13, 1980

Aaron Fechter
Creative Engineering
47 West Jefferson
Orlando, Florida 32801

RE: ShowBiz Pizza Place

Dear Aaron:

We have recently had discussions with your office and Mr. Don Franklin in an effort to standardize sound reproduction at our various locations.

The following is a capsule of my understandings:

On future stores, the twin speakers on either side of the stage will be directed at a 45 degree angle to a line perpendicular to the stage front. This is to be accomplished by placing the entire enclosure at this angle. Additionally, the speakers will be placed above the monitors and against the ceiling. We further discussed closing the rear of the cabinet and placing the speaker grill cloth in a door to facilitate installation, or servicing, of speakers from the front.

Also, on immediate future stores, we will build two additional speakers into the two flat areas of the stage front. These will lay on their side. The flat area, as now designed, is slightly smaller than the speaker so it will not all be exposed for sound.

It is our understanding that sometime in the future (6 or 8 months) you hope to eliminate the requirement for these understage speakers.

On existing shows with 30 degree speaker direction, we intend to do the following:

a) Rotate the speakers as close as possible to the 45 degree angle, inside the existing enclosures.

b) Install in front of the stage flat areas, floor mounted, vertically-standing additional speaders. Stage construction and framing prevent building them in.

c) Additionally, we will wall mount two additional speakers approximately 20' 0" from existing side speakers. These units will be angled slightly to the rear of the room, installed vertically and abut the ceiling, upside down with woofers to the ceiling.

Please respond if this is not as required, or if further simplification may take place.

It was also discussed that the two speakers now sitting in front of the stage may be built into the show and, in fact, be on the stage, however, that seems remote at this time.

Best personal regards,

H. Jack Cook
Director of Construction

HJC:sjb

cc: Jim Parrish
Associated Designers & Architects
Hamill & McKinney
Doug Harper

Brock Hotel Corporation
(Formerly Topeka Inn Management, Inc.)

Mickey Powell
Vice President
Assistant to the President

November 5, 1980

Aaron Fechter
Creative Engineering
47 West Jefferson
Orlando, Florida 31801

Dear Aaron:

It has been brought to my attention that we are possibly missing a viable merchandising opportunity by not having certain characters in the show repeat "coinable" phrases. Our Operations people feel that certain merchandise i.e. T-shirts could be marketed with the characters picture and a notable saying imprinted. It might be worthwhile to consider having Fats continue, at least once during each show, to say "Who loves you baby" and "I'm just a natural kind of guy". This might lend itself to several applications other than the imprinted T-shirts.

If you feel this has enough merit to warrant continued or expanded use, please let me know and we will adjust accordingly. Our merchandising consultants highly recommend the continued use.

Sincerely,

Mickey

Mickey Powell
Vice President
Assistant to the President

MP:hc

cc: Melvin Fechter
Rolfe Kennard

SHOWBIZ PIZZA PLACE®
A SUBSIDIARY OF BROCK HOTEL CORPORATION

2209 WEST 29th • TOPEKA, KANSAS 66611 • (913) 266-7021

Mike Phenix, C.P.A.
Vice President,
Controller

November 18, 1980

Mr. Gary Simmons
Atlantic Bank
P.O. Box 114
Orlando, Florida 32802

Dear Gary:

It was nice visiting with you on the phone today. I have enclosed some current information about ShowBiz Pizza Place and Brock Hotel Corporation which will help update your files on us:

1. 1979 Brock Hotel Corporation Annual Report;

2. Prospectus for our most recent public offering;

3. Most recent weekly operating statements for our ShowBiz Pizza Place restaurants.

We currently have six ShowBiz Pizza Places open (three in Kansas City and one each in Jacksonville, Tulsa, and Des Moines), and all are performing quite well; last week our sales averaged $24,700 per restaurant. Our store on Spring Oaks Road in Orlando is currently under construction, and we would anticipate opening in February or March.

The Prospectus I have enclosed gives a good overall description of the current activities of our company. On page 3 there is a pro forma balance sheet giving effect to the offering, which was quite successful--we sold out some 495,000 shares in one day, raising approximately $9,000,000 in equity for the Company. On page 7 there is a 5 year comparative operating statement for Brock Hotel, along with a narrative discussion of the operations.

As we discussed on the phone, Creative Engineering is interested in establishing a working capital line of credit with your bank in the amount of $500,000. This will enable them to meet the cash flow needs of their expanding production operation as they gear up to meet our requirements. Brock Hotel would endorse any notes which Creative Engineering executed with you, in order for Creative to obtain the most favorable rate possible.

I look forward to hearing from you after you have had a chance to analyze the enclosed information. If you have any questions, don't hesitate to contact me or Melvin Fechter at Creative Engineering.

Sincerely,

Enclosures

cc: Melvin Fechter ✓

ns

SHOWBIZ PIZZA PLACE
ASSORTED COMPANY MEMOS - 1980

(Topeka Inn Management, Inc / Brock Hotel Corp, Inc. /
ShowBiz Pizza Place, Inc. / Creative Engineering, Inc.)

Date of Origin: 1980
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